

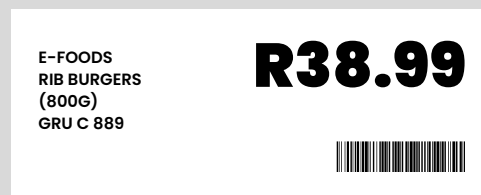
# EXECUTION GUIDE



# "ROCKY" SHELF STRIPS

# "ROCKY" SHELF STRIPS

"Rocky" strips are the blue printed graphic with "Rocky" set across to the far right. These are to be inserted into all shelf PI strips in the store except those on the HD/X shelving system.



## Price to the left

Price point (A8) will be the price of the sku.

## Rocky on the right

Rocky is how we finish the right hand side of every PI strip. This will be a printed insert that is always in the shelf PI.

